

<<外贸函电>>

图书基本信息

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作者：王俊

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内容概要

本书立足于“转变教育观念，改革人才培养模式，积极实行启发式和讨论式教学，激发学生独立思考和创新意识”的精神，对有关外经贸专业的教学方法以及教学内容等进行了有益的尝试，力争做到实用性、针对性、技能性和知识性的有机结合。

全书内容涵盖了书信结构、包装、装运、保险、支付、索赔和理赔、建立业务关系、询盘、报盘和还盘、成交，以及代理、投资、加工装配贸易和补偿贸易等其他贸易方式，并根据外贸新的发展形势和要求增加了“制单”一章。

全书旨在通过课文和练习训练使学生能较好地掌握本章所学的知识，加深对本学科基本概念和基本技能的掌握，以更好地适应形势发展和就业的需要。

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